apple computer

20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010
TLX 171-576

Apple ///
Developer Mailings

From the archives of
Roger Wagner Publishing, Inc.

APPLE II FOREVER
kansasfest

PLEASE NOTE:

CATHIE RINALDI'S PHONE NUMBER LISTED AS (408) 554-5394 IS INCORRECT.

THE CORRECT NUMBER IS (408) 554-5108.

THANK YOU FOR YOUR ATTENTION TO THIS MATTER.

********* NOTICE **********

We are happy to be able to include the Developer/Dealer Diskette in this mailing.

apple computer inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010

June 24, 1983

Greetings from Cupertino!

It has been a long time since the March Independent Developer's Conference. At that conference you signed a non-disclosure agreement and we discussed our future plans for the Apple /// + with you. One of the risks, of discussing "futures", is that plans and programs can change. Well, plans have changed.

I wanted to let you know immediately of these changes in case you have made product or marketing decisions based on the confidential information which you received at the conference. The Apple /// + will not be introduced on August 15th. It has been put on hold to allow us to better manage our Apple /// inventory and spare parts.

You are very important to us at Apple. And just as we were willing to share unannounced product information with you, to give you a head start on development, we are obligated to share changes. Please remember that this information is also confidential and that you continue to be covered by the agreement which you signed. I hope that we have not caused you great inconvenience with this change.

I look forward to seeing you at the August conference (mailing to be sent next Tuesday) or hearing from you soon.

Sincerely,

Norma

Norma Odenweller
Manager, Developer Relations

apple computer

20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010
TLX 171-576

Dear Apple /// Owner;

In response to the many requests we have received asking for a list of software available for the Apple ///, we have developed the enclosed Apple /// Software Listing. It consists of the names of various software packages arranged according to market. We have sent your local dealer a similar software list that also includes a brief description of each program and the name and address of the company that distributes it. After you have decided which programs you are interested in, your dealer can provide you with that information.

If you know of an Apple /// owner who did not receive this mailing, please have them send their Name, Address and Apple /// Serial Number to: Apple /// Software List, 20525 Mariani Drive, Mail Stop 22-C, Cupertino, CA 95014. Please note that this address is only for questions concerning the Software Listing. Any other questions should be directed to your local dealer or Regional Sales Office.

We are seeing a tremendous surge in interest in the Apple ///. Besides the ever-increasing number of software products being developed, a new publication is in full swing. We have enclosed information concerning ON THREE, The Reference Source for Apple /// Owners and Users. ON THREE is a magazine dedicated to the Apple /// and contains over 50 pages of information that may be of benefit to you. This is not an Apple publication, yet it is another good way to keep up with what is new with the ///.

And in the area of software updates, please make sure that you are working with the most current version of SOS. If you are not working with SOS version 1.3, contact your dealer to obtain the diskette necessary to perform this upgrade. The charge will be no more than the cost of a blank diskette.

We hope that this information will be of help to you in using your Apple /// to the full extent of its capabilities. Since there are often new developments concerning the Apple /// and all of Apple's products, it is advisable to stay in close contact with your dealer.

Sincerely,

Apple /// Marketing

APPLE /// SOFTWARE LISTING

As the Apple /// has gained increasingly greater respect and popularity in the business community, it is exciting to note the extremely high quality of the hundreds of software programs written for the /// that are listed here.

The Apple /// Software Listing is provided only as an informational resource and does not constitute an endorsement or recommendation from Apple Computer, Inc. Accordingly, Apple Computer, Inc. cannot be held responsible for any inaccuracies found in this resource guide.

Since there is such a tremendous volume of programs available for the Apple II which may be run in the Apple II Emulation Mode of the Apple ///, and in order to make a clear distinction between those programs which take advantage of the Sophisticated Operating System (SOS) of the Apple ///, Apple II Emulation programs have not been included in this software listing. Additionally, in spite of the huge base of CP/M software that can run on the Apple ///, we have listed only those CP/M products which provide an actual Apple /// format.

The Apple /// Software Resource Guide is provided as an information service from Apple Computer, Inc. Please feel free to reproduce this document as needed.

ACCOUNTING

AccountingPearl
Accounting Plus
Accounting Series 8
BPI
Business Pro
Flexware Accounting
GL-Plus
GOCI Systems Plus
Hard Disk Accounting
IBIS
INFOTORY
LogiAsset
Micro GL ///
RealWorld Business Soft
Sales Order Entry ///
Simplicity Accounting
Software Fitness Prog.
State of the Art
TCS Total Accounting
Timberline Accounting
VersaForm Pur Ord Appl.
WIMS Fund Accounting

AGRICULTURE

Agri-Ledger
Corn/Soybean Management Series 1
Crop/Livestock Profit Projector
Farm Ledger
Farmer's Workbook
Financial Managemet Series 1
Hog Production System
Machinery Mangement Series 1
Swine Management Series 1
VisiCalc Templates
Worksheet

DATA BASE AND RECORD PROCESSING

Condor Series 20
DataBase ///
DataFax
Data Manager III
Data Reporter
dBase II
Flextime
FYI
LogiQuest III
Microbase ///
PFS ///
PFS:REPORT
Personal Pearl
SELECTOR
Quick & Easy Data
Quick File ///
ROSE
TDM
VersaForm

EDUCATION-Administration

Apple School Accts Receivable
Guidance Information System

FINANCIAL MODELING AND ANALYSIS

Banking/Financial -

Asset/Liability Management
Automated "Repo" System
BankCalc 1, 2 & 3
BankPlan
BASIS
Bond Pac
Credit Manager
Loan Calc
Loan Document Processor
Microshare ESOP
Microshare Lump Sum Payments
Microshare Profit Sharing
Microshare Wills/New Bus.
Microtrust
Money Center Acct Sys
Money Dest Management
Personal Banker
Portfolio Management
Profit Planning/Asset-Liabil.
Quest Audit Control
Quest Loss Control
Quest Records Retention
Quest Supplies Manager
Quest Suspense Control
Quest Charged-Off Loan Acct.
Quest Document Control
Safe Dep Billing System
Safety Dep Box Accounting
Security Safe-Keeping
Vining Asset/Liability
Vining Bond Swap System

Job Planning/Costing -

CompuProfit
Critical Path Scheduling System
Job Control System
P.A.C.E.
PC/MIS
VisiSchedule

Spreadsheet, Statistics and Analysis -

Advanced VisiCalc
Business Planner
Consultant's Edge (aid)
Desktop/Plan
DIF SORT
DocuCalc (aid)
Econometrics
Financial Decision
Financial Statement
Financial Statement Analysis
Lease vs Purchase
Linear Programming
LogiCalc
Micro DSS/F
Micro DSS/A
Micro-Foresight
Micro-Master Profess.
Micro/Scan II
Multiplan
ProForma (aid)
PRO/PAC
Senior Analyst ///
Statistical Analysis
Timberline Spreadsheet
VisiCalc ///
VisiCalc Formatting Aids
Vis/Bridge/DJ
Vis/Bridge/REPORT
Vis/Bridge/SORT
Viz-A-Con

Tax Planning -

Estate Tax Plan
Individual U.S. Income Tax Pkg
Professional Tax Plan
SofTax
Tax Templates

GRAPHICS

Business Graphics ///
Chart-Master
Fig Factory
Grafpak ///
Graph'n' Calc
Graph Power
PFS:GRAPH
Screen Director

LANGUAGES AND DEVELOPMENT SYSTEMS

ALD System ///
Apple /// COBOL
Business BASIC
MBASIC
Apple /// Pascal
Transforth ///

LAW OFFICE

Arthur Young Law Firm Plan.
Client Management System
Lawman
Legal Office Manager
OR-D Legal System

MAIL LIST PROCESSING

Mail List Manager
Mail List ManagerInterface

MANUFACTURING

Computer Aided Manufac
C.E.S.T.
Manufacturing Inventory

MEDICAL/DENTAL OFFICE MANAGEMENT

COPRAM-M
Dental Office Management
Medical Billing System
Medical Clinic
Medical Office Mangement
MED PAC
MiniMax
OR-D Dental System
OR-D Medical System
P.A.R.I.S.
Patient Notes
Physical Exam

SPECIAL PURPOSE

Apple /// Library Sys
Builder's Estimation
CS Micro Stand Alone
CS Micro Store & Forward
Discourse (print spooler)
Fuel Oil Distribution
Info-net (elec. bulletin board)
Gusher
Insurance Agent
LinkSampler I (Pascal learning aid)
Market Manager
P.M.S. (lead/prospect management)
Public Opinion Survey
Real Estate Analysis
Restanal (restaurant analysis)
Reveal (client/portfolio mgt)
StatPro (statistics/graphing)
Stock-Focus (underlying value/stock)
Stock Pac (stock & portfolio Anal.)
Surveyor's Aide (survey for civ. engin.)
Surveytab (market research analysis)

TELECOMMUNICATIONS

Apple Access ///
Corvus OMNINET
DataLink
Easyterm ///
MC/3270
MICRO/Terminal
P-Term
SWI Apple

UTILITIES

Apple-Con
Backup ///
Basic Array
Basic Extension
BlockAccess
Catalyst
Character Set Editor
DataLink
Data Saver
Discourse
DOS to SOS Converter
Epson Driver
Epson Screen Printer
File Cabinet
Font Generator
Fontwriter
Info-Net
Jeppson Disassembler
LinkDisk
LinkIndex
LinkVideo
Pascal Interface
Pascal Utility Library
Programmer's Power Tools
Record Processing Services
RIMS-MPG
Script ///
Smart Menu
SOSCOMM
SOStran
Tabman
TPG - source code generator

WORD/TEXT PROCESSING AND SPELLING CHECKERS

Apple Speller ///
Apple Writer ///
ASP
Ink Well
LexiCheck
Legal Dictionary
Merge ///
Powertext
Script ///
Sprinter Text Formatter
Superfile
Terminus
TypeFace
Word ///
Word Juggler
WordStar ///
Word Weaver ///
Write-On!

REFERENCE SOURCES

Bus. Handbook and Software Directory
1983 Apple II-/// Software Directory
Book of Apple Computer Software '83
ON THREE
Software Location Service
SOS Reference Manual
Device Drivers Writers Guide

apple computer inc.
10260 Maria Avenue
Cupertino, California
(408) 996-1010

November 14, 1983.

Dear Developer,

Hello! Here is a long-awaited update on information pertaining to the Apple ///, just for Apple /// developers.

New Apple /// IBU and Software Marketing Manager

My name is Linda Goffen and I'm the recently appointed Software Marketing Manager for the newly formed Apple /// Independent Business Unit (IBU). The Apple /// IBU, with David Fradin as General Manager, was formed specifically for the purpose of focusing corporate resources on new and continuing Apple /// development, marketing, promotion, and sales. I've attached an organization chart to this letter for your information.

My job is to help you market your Apple /// products, to keep channels of communication open, point you to the right people within Apple who can answer your questions, and to serve as a sounding board for discussions of new Apple /// software products and product promotions. Norma Odenweller and her staff continue to handle overall Developer Relations for all Apple products; they address developer certification and registration, developer conferences, the developer newsletter and mailing lists, and administrative matters. Teri Lannon handles licensing issues. And I focus on the Apple /// with emphasis on software marketing as it relates to Apple /// sales.

Periodic Apple /// Developer Update

In addition to the developer newsletter you'll be receiving from Hazel Holby (in Norma Odenweller's group), you'll be getting a regular update from me to keep you abreast of technical and marketing developments related to the Apple ///. This is the first such update and we have a lot to share with you.

Technical Reference Manuals Available

Many of you have asked for the following reference manuals. We are please to announce that they are now available. Copies of all four manuals will be mailed to you, free of charge, under separate cover in the next two to three weeks. Additional copies can be ordered through your local Apple /// dealer--we've listed the order number and suggested retail price for each item.

1. SOS Reference Manuals, Volumes 1 and 2 (including the ExerSOS Disk). Order No. A3L0027. $50.
2. SOS Device Driver Writer's Guide. Order No. A3L0023. $25.
3. Apple /// Pascal Technical Reference Manual and Supplement, with SOS I/O floppy. Order No. A3L0006. $50.
4. Apple /// Service Reference Manual (excluding service-specific sections). (This manual is not available from dealers.)

Developer Technical Support

We are constantly working to improve the technical support we provide to developers. At this time, two full-time engineers are available by phone every business day to answer your questions and to research problems. The telephone number for the Support Unit is (408) 554-5213.

Pascal Version 1.2--For Your Use Only

We are pleased to announce Pascal 1.2 will be available in January. In order to obtain a copy, write (do not call) to Developer Technical Support. MS 22W c/o Apple Computer, 5300 Stevens Creek Blvd., San Jose, California 95125. When writing for your copy, please be sure to include your developer licensing number as this software is for use by Apple /// developers only.

Hot Off the Press--A Guide to Apple /// Software

Included with this update is a copy of the recently published guide to Apple /// software, entitled "Will Someone Please Tell Me What an Apple /// Can Do?" Ten free copies of the guide, along with an attractive tie-in poster for in-store display, are being mailed to all Apple dealer and manufacturer's representative locations in the U.S. and Canada, as well as to all Apple offices. These should be received around the fourth week of November. Additional copies will be available to dealers through Apple's seven distribution centers at a price of $1.50 each ($15 in packets of 10). The booklet carries a suggested retail price of $3. Reaction to the guide thus far has been very enthusiastic.

Although many hours of research went into developing the information in the guide, we already know of packages that weren't included, changes in developer addresses and in product availability, and other errors. For that reason, we've included an input form with this letter so that you can send in current information to be included in the next copy of the Guide. (If you need more than one form, please make photocopies of the blank and send in as many as needed.) We plan to update the printed version about twice a year. Between editions, we'll mail out update sheets to Apple dealers, reps, and field sales personnel. We welcome your comments on the Guide.

Upgrading Your Apple ///'s

For those of you who are interested in updating your present Apple /// system to include some new features, here's the information you've been waiting for.

1. Clock/Calendar Upgrade Kit (Order No. A3M0020). In our last A/// customer mailing, we mentioned that licensed developers can obtain this kit free from participating dealers through December 1, 1983. Installation costs $40 and does not include batteries.

2. Interlace Kit (Order No. A3M0021). The interlace feature improves resolution on your monitor from 560 x 192 pixels to 560 x 364 pixels (i.e., it doubles horizontal resolution). It also allows you to merge pages 1 and 2 of screen memory, an important feature in graphics applications. The Interlace Kit, will be available from dealers after December 15.

Software Marketing Assistance

I'm delighted to be able to tell you about several programs which are now being put into place which, we believe, will dramatically increase the effectiveness of your marketing efforts at minimal cost to you. The programs are described below.

1. Apple /// Dealer and Rep Mailing List.

   We now have available on floppy diskette (in QuickFile ///) and on hard copy a list of the top Apple /// dealers and all Apple manufacturer's reps. The dealers number just under 500 and are listed on the accompanying hard copy alphabetically within geographic region. We've included the dealer/rep name, address, city, state, zip, and phone and key contact where available. We'll mail you the floppy upon request. Contact Cathy Rinaldi at (408) 554-5394. Many of you have asked for this information— we hope you'll find it useful for marketing your products directly to the Apple distribution organization. This program is completely free of charge to you.

2. We've put together procedures for a program that will enable you to mail marketing info direct to Apple /// users. We've enclosed a separate sheet describing the program. We are keeping it as simple and inexpensive as possible. You'll be doing business directly with the fulfillment location vendor and will be able to participate in as many as six mailings a year.

   Our mailing list consists of thousands of Apple /// owners, many of whom own more than one machine. And the list is growing rapidly. On the attachment describing this program, we note the market segmentation of these owners. This will enable you to target your mailings to the customers you most want to reach. The mailing dates also give you sufficient time to prepare additional quantities of collateral.

3. From time to time, we will be providing facilities and creating special events at major trade shows, specifically for the purpose of inviting developers to participate. You'll be hearing more about this type of marketing assistance from Apple in the future. If you have a significant marketing opportunity and would like assistance from the Apple /// team—e.g., personnel, literature, etc.--please let us know. We'll do our best to accommodate you.

Remember, developers can purchase Apple /// system hardware at a 50% discount. For more information, contact Norma Odenweller at Apple.

In closing, I'd like to share with you my excitement and enthusiasm for these new Apple /// marketing and development activities. I welcome your suggestions and comments and invite you to participate in the developer programs we are offering. If you'd like to speak to me personally, please call me at 408/554-5106.

Sincerely,

Linda Goffen

Linda Goffen
Software Marketing Manager

LG:pw

Attachment 1

APPLE /// SOFTWARE DEVELOPER MAILING PROGRAM TO END USERS

Through our warranty-card program, we have collected the names of more than 21,000 Apple /// owners. Many of these people own more than one Apple ///. This data base represents a powerful marketing resource for you as an Apple /// developer. The names on the list are the most qualified customers for your products since they already own Apple ///s. We are happy to be able to make this list available to you through a third-party fulfillment location. We will work with you to promote your products by mailing your message!

Currently, the list is segmented as follows:

Business:	9,800
Home and Family:	2,300
Scientific/Industrial:	600
Education in Schools:	900
Other (none of the above):	1,400
Unspecified:	5,700

Note: "Unspecified" means that the owner did not indicate which market segment he belonged to. It could be business, home and family, or any other segment.

Six Mailings per Year

Six mailings will be done per year, one every other month. The mailings will alternate between the "Business" data base and all others. In other words, those warranty returns marked "Business" will receive three mailings a year, and all others, together, will receive three a year.

Here's how it will work: Based on the schedule shown below, you'll decide which mailing you want to participate in (you can participate in all six, if you wish). Then, you'll send to the fufillment location a sample of the literature you'll be mailing. At the cut-off date for participation, the pieces submitted will be reviewed to make sure they meet the mailing requirements for size and weight (see below).

Once they've been approved, you'll be notified as to how much your participation in the mailing will cost and where to send your check and bulk quantity of literature. When these are received, the mailing will be put together at the fulfillment location and mailed out. If your materials are not received in time, they will not be included in the mailing. You will be notified and if you wish to participate in the next mailing, your materials will be held over until that time.

In the mailing, your literature will be put into a large envelope along with the materials of other software developers. The envelope will contain some marking on the outside noting that it is marketing information pertaining to the Apple ///. Apple will include in the mailing a short letter to the effect that the mailing of your marketing materials does not necessarily constitute an endorsement from Apple Computer.

Note: Your materials cannot be mailed without receipt of your check. Please be sure to enclose the check with your bulk literature shipment or send it under separate cover.

Mailing Types and Schedule

Mailing	Type of Owner	Mailing Sample Due	Receive Approval and Cost	Check and Bulk Quant. Due	Mailing Sent
1	Business	11/23/83	11/30/83	12/21/83	12/28/83
2	All Others	1/26/84	2/01/84	2/15/84	2/22/84
3	Business	3/23/84	3/29/84	4/13/84	4/20/84
4	All Others	5/25/84	5/31/84	6/15/84	6/22/84
5	Business	7/25/84	7/31/84	8/16/84	8/23/84
6	All Others	9/27/84	10/04/84	10/18/84	10/25/84

Literature Size and Weight Restriction

For each mailing you participate in, you may submit one piece of marketing literature (brochure, data sheet, ad reprint, etc.) and one cover letter, if desired. The materials, together, may not measure more than 8-1/2 x 11 inches and may not weigh more than 2 ounces. We will try to be flexible on these requirements, but we're sure you can understand the necessity of maintaining some kind of uniformity regarding what goes into the package.

Cost

Your cost for the mailing will depend completely on how many other software developers decide to participate. That, of course, won't be known until the cut-off date for samples is reached. At that time, the mailhouse will determine how many participants there will be and will cost out your participation based on you share of total handling and mailing charges. However, we can give you some ball-park estimates for your information now:

No. of Participants	Size of Mailing	Cost
10	10,000 names	$1,200.
10	10,000 names	$1,800.

apple computer inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010

APPLE /// SOFTWARE GUIDE UPDATE FORM

Software Developer Name

Street Address

City, State, Zip

Telephone Firm Principal

Product Name

Intended User(s)

When Available on Market Sugg. Retail Price

Requires Hard Disk? Yes No No. of Floppies in Package

Tutorial? Yes No Dealer Demo Software? Yes No

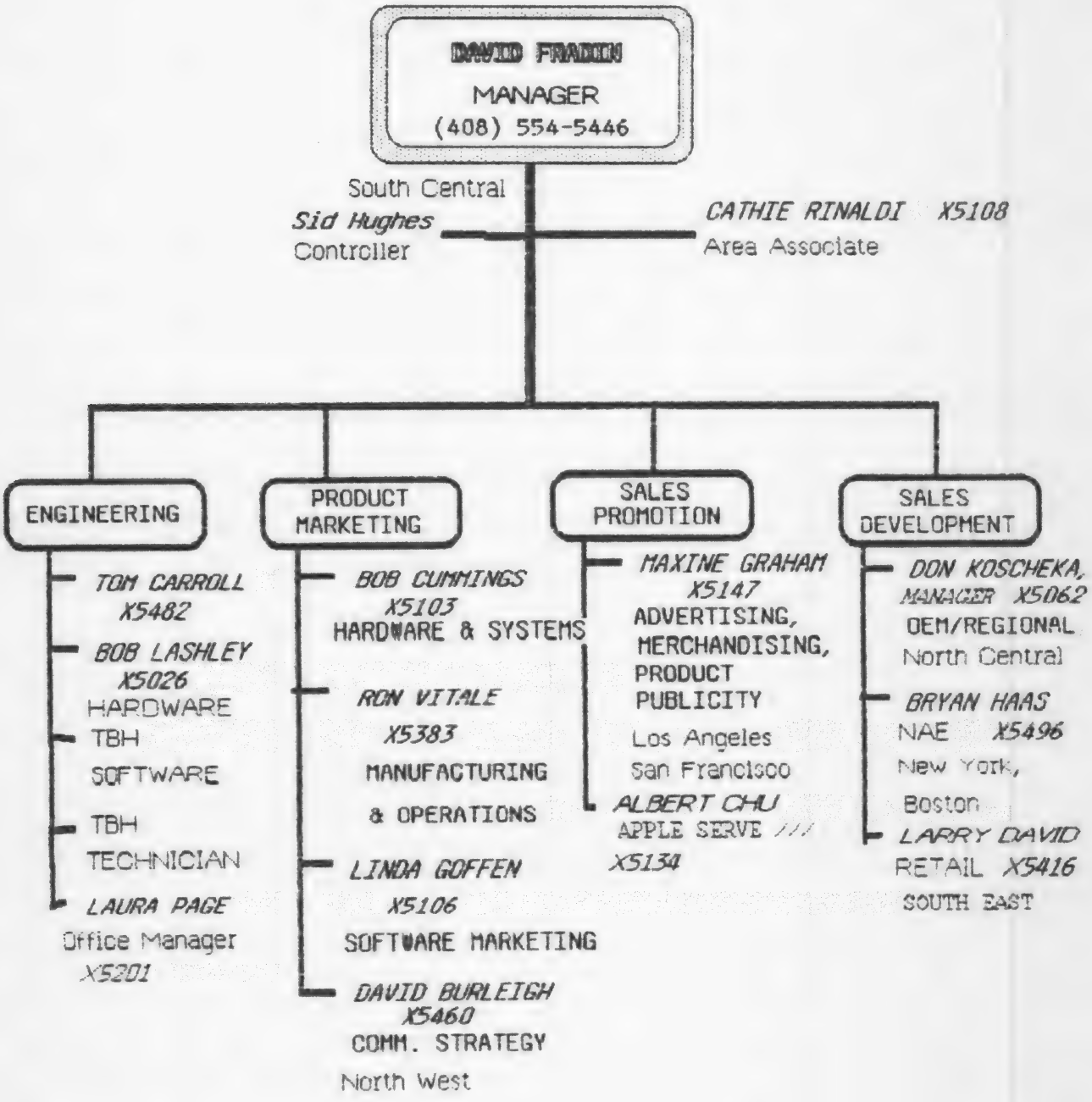
Product Description

Other Comments

Note: Use one form for each software package.

APPLE ///

PERSONAL BUSINESS SYSTEMS GROUP



November 14, 1983

apple computer inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010

October 3, 1983

Dear Apple /// Owner:

Apple Computer has recently made major organizational changes to establish a dedicated Apple /// product team. This new Apple /// team is very excited about the coming year and the new programs we are planning which are designed to give you more personal support.

Many exciting things are coming to the Apple /// product family this fall. Apple and several major software developers are announcing new products which can greatly increase the capabilities of your Apple /// Personal Computer and give you the most value from your investment. These new products are briefly described in this mailing, but your Authorized Apple /// dealer can give you a personal demonstration of these exciting new products.

We also want to assure that you receive the best possible service from your Apple /// Dealership. If, when you visit your dealership, you receive outstanding service, present the salesperson with the enclosed "Apple ///" sticker. As a result, we can recognize the best dealers in the country based upon the service you receive!

We are also interested in more people seeing the Apple /// in action. So, if you bring a friend into an Authorized Apple /// dealership for a demonstration of the new, Apple /// Business System, with the new Catalyst Version 2.0 program selector between October 1st and November 30th, your dealer will present you with a FREE Clock/Calendar kit (worth $50.00) for your Apple ///. See the details of this offer on the next page.

Finally, we like hearing from you and encourage you to share with us your experiences, unique applications, suggestions and even any problems you may be having. Feel free to write us at the address below at any time.

Best regards,

David Fradin

David M. Fradin
Manager, Apple ///

Apple Computer, Inc.
Personal Business Systems Group
20525 Mariani Avenue, M/S: 22-E
Cupertino, CA 95014

apple computer inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010

December 26, 1983

Dear Apple /// Owner:

It is a pleasure to write to you again and share with you the latest developments of the Apple /// team. Your responses to my October 3, 1983, letter were very valuable to us, and we sincerely appreciate your support and enthusiasm for the Apple ///.

If you have written and received no response, it is because I'm taking your letters to the appropriate person at Apple who can best address your particular question. If, after a reasonable amount of time, you still haven't received an answer, then please send me another note.

We have some new, exciting product information to share with you.

As you may already know, the **Apple /// Plus** was introduced and shipped on December 15. The Apple /// Plus is an FCC-approved version of the Apple ///, with added features such as a built-in clock, high-resolution text characters through interlacing, an identical keyboard as the Apple //e (plus keypad), and a new Accessory Kit (which includes a new Owner's Manual). However, you can easily (and inexpensively) upgrade your present Apple /// to obtain many of the Apple /// Plus features. Further details are enclosed.

Probably the most revolutionary support program available for any personal computer is our **Apple Serve ///**, an electronic information service. Last December, we created an on-line data base of everything you ever wanted to know about the Apple /// and provided an electronic mail service for Apple /// owners, dealers, and software developers. And, through February 1984, Apple Serve /// is being offered **FREE** of charge for you. More information on Apple Serve /// is enclosed.

Finally, you will find a copy of "Professional Solutions" and product information from several Apple /// software developers with this letter. If you are interested in receiving "Professional Solutions" free of charge, simply mail in the subscription form that you'll find in the newsletter. The third party product brochures enclosed are for your information only; it is neither an endorsement nor a recommendation on our part.

We appreciate hearing from you and we again encourage you to share with us your experiences, suggestions, or concerns about the Apple ///.

Wishing you a happy holiday season,

Dave Fradin

David M. Fradin
Manager, Apple ///
Personal Business Systems Group, M/S 16-X

enclosures

APPLE SERVE ///, AN ELECTRONIC INFORMATION SERVICE FOR APPLE /// OWNERS

What word processing programs run on the Apple ///?
How do I transfer Apple Writer /// files to Access ///?
Where is my nearest Apple /// user group?
How can I get in touch with a member of the Apple /// team?

All these questions can now be answered by using **Apple Serve ///**, an electronic information service which provides Apple /// owners, as well as dealers and software developers, with up-to-date product information and electronic mail.

This service, the first of its kind in the personal computer industry, will benefit Apple /// users at all experience levels. Our goal is to provide you with immediate, personal support covering a variety of information about the Apple ///.

Apple Serve /// consists of a data base of everything you wanted to know about the Apple ///, as well as an electronic mail system. The data base contains a directory of all the software available for the Apple ///, a monthly newsletter, software update information, technical tips and helpful hints, user group information, classified ads, and much more. And with Apple Serve ///'s electronic mail system, you can receive and write messages to any other Apple Serve /// user.

Through February 1984, Apple Serve /// can be used by any Apple /// owner **FREE** of charge. To access Apple Serve ///, which is provided through the CompuServe network, all you need is your Apple /// with a modem and a communications software package, such as Access ///. Then, simply follow these steps:

1. Dial your local CompuServe access number
2. After connect, hold down CONTROL and type C
3. If prompted for host, type **CPS** and press RETURN
4. When prompted for User ID, type **44047,3** and press RETURN
5. When prompted for Password, type **APPLE3** and press RETURN
6. Follow the easy-to-use menus

If you do not know your local CompuServe phone number, then dial (800) 848-4480, use **74,74** as the User ID, and **NETWORK** for Password. You'll be accessing a data base of all the CompuServe access numbers in the United States. A quick summary of Apple Serve ///'s electronic mail commands is listed on the back of this page.

To make this network service a success, we look forward to your comments and active participation.

Apple /// and Apple Serve ///. Now, we're in business together.

ANNOUNCING THE APPLE /// PLUS

The Apple /// Plus is an FCC-approved version of the 256K RAM standard Apple ///, plus the following enhancements:

* an interlace video mode that increases resolution of both text and graphics
* a clock with calendar feature that keeps track of date, month, day of the week, and time to 1/1000th of a second
* a numeric pad and re-designed keyboard with a delete key
* new Accessory Kit with SOS 1.3 operating system package, new Owner's Manual, and tutorial diskettes.

The Apple /// Plus is completely compatible with software written for the Apple ///.

UPGRADE KITS FOR THE APPLE ///

Your Apple /// can be easily upgraded to take advantage of the new interlace and clock/calendar features of the Apple /// Plus.

INTERLACE VIDEO UPGRADE KIT (Apple Order Number A3M0021)

When added to the main logic board of the Apple /// with a long persistence phosphor monitor, the interlace upgrade doubles the vertical resolution of the Apple ///. Both text and graphics look sharper and clearer. Since this feature requires monochrome green phosphor display (such as the Monitor ///), a switch is provided to turn this feature off when using a color or a black-and-white monitor.

Available from your authorized Apple /// dealer at a suggested retail price of $75.00, with installation.

CLOCK/CALENDAR UPGRADE KIT (Apple Order Number A3M0020)

This clock chip contains a calendar feature that keeps track of date, month, day of the week, and time to 1/1000th of a second. Many of your software programs will automatically be able to take advantage of the time stamping function of the clock.

Available from your authorized Apple /// dealer at a suggested retail price of $50.00.

WHERE TO FIND OUT MORE . . .

. . . ON THREE

The reference source for the Apple ///. ON THREE is more than just a magazine, it is a complete service for Apple /// owners and users. Each issue is filled with useful articles that the average person can understand. From helpful tutorials on all of the Apple ///'s languages, to reviews of the latest in software and hardware. For twelve issues of information on the Apple /// send your name, address and $30.00 to:

ON THREE
Attn: New Subscriptions
P. O. Box 3825
Ventura, CA 93006

From time to time we will notify you of new products available for the Apple /// from independent developers by sending you literature describing the product. These product announcements are for your information and in no way constitute an endorsement by Apple Computer, Inc. In this mailing you will find an announcement for the Habadex Phone Card Call Accounting System from Haba Systems, Inc.

So be sure to bring a friend to your local dealer to receive your FREE Clock/Calendar kit and see these exciting new products for the Apple ///!!!

ANNOUNCING -- NEW PRODUCTS FROM APPLE

. . . Apple Serial Card ///

The Serial Card /// adds an additional serial port to your Apple /// to drive nearly any standard serial device, such as modems, printers, plotters, etc. If you have been switching cables from your modem to your printer and back again, this is the product you've been waiting for.

. . . Apple Writer /// (Version 2.0)

This new and enhanced version of the popular Apple Writer /// offers more simplicity and new capabilities, including a direct interface to Apple Speller ///, a template for the numeric keypad to allow single keystroke commands for common control sequences, and introducing the Product Training Disk -- an interactive disk-based tutorial that introduces you to the basic features of the program. Apple Writer /// will be available at your local dealership in November.

. . . Apple Speller ///

Apple Speller /// makes Apple Writer more powerful, even if you use another Apple /// word processing program, Apple Speller /// can help you create letter perfect documents effortlessly. Apple Speller /// checks any Apple /// text file against its complete library of dictionaries based on the authoritative Random House dictionary. Any unrecognized words are displayed to you within context for you to correct, ignore or add to a dictionary. You can even create your own dictionaries, add to existing ones, analyze your vocabulary and word usage. And for looking up definitions, we've even included a desk-size version of the popular Random House dictionary.

. . . Apple BPI /// Business Accounting

The BPI /// Series is a sophisticated Accounting Series for the Apple /// that takes advantage of the ProFile hard disk. The series includes General Accounting, Accounts Receivable, Accounts Payable, and Payroll. The General Accounting module is available now and the other modules will be available during October and November.

. . . Apple File ///

Apple File /// is a powerful data management program that provides a sophisticated, yet easy to operate system for organization, management and maintenance of large files. Apple File /// is hard a disk base utilizing mass storage to manage large-size data files that businesses and professionals require. Apple File /// will be available at your local dealership by mid October.

apple computer inc.

February 10, 1984

Dear Apple /// Developer:

Here's an update and new information for your Apple /// development activities. We're looking forward to making 1984 the year of the Apple /// Plus.

The Apple /// Technical Manuals

By now you should have received the four technical manuals that we sent you about two weeks ago. These include the SOS Reference Manuals, the Pascal Technical Reference Manual, the Device Drivers Manual, and the Apple /// Technical Reference Manual. The ExerSOS diskette, which is normally provided with the SOS Reference Manuals, is being duplicated this week. If you would like to receive a copy, please drop a note to ExerSOS, Personal Business Systems Group, Apple Computer, 20525 Mariani Avenue, M/S 16-X, Cupertino, CA 95014.

Important Information About the Apple /// Plus Resource Guide

A new, expanded version of **Will Someone Please Tell Me What An Apple /// Can Do?** will be issued in April. This new Apple /// Plus Resource Guide will be a complete guide with both **hardware and software** information.

We would like your products to be included. If you have any new products or would like to make changes to your current listing in the Resource Guide, please mail the enclosed Resource Guide Input Form so that **we will receive it by Friday, February 17.** If you can't make the deadline, please call either Kathryn Schjelderup at (408) 973-3743 or Albert Chu at (408) 973-3147 before Friday, February 17, so that they can get your changes over the phone.

Mouse /// Developers Kit — Limited Quantities Available

The Apple /// Mouse Developers Kit will be available between February 27 and April 1 on a first come, first serve basis to certified Apple /// developers. This kit will contain an Apple Mouse, an Apple /// plug-in mouse card, Mouse /// installation procedures, and a device driver (on diskette) with driver documentation. The cost for this kit will be $150.

The mouse and plug-in PCB is standard and interchangeable with the Apple //e. If you already have an Apple mouse and only need the mouse device driver and documentation, you may order it at a cost of $50.

To order, please send a check (payable to Apple Computer) to Apple /// Mouse, Personal Business Systems Group, Apple Computer, 20525 Mariani Avenue, M/S 16-X, Cupertino, CA 95014.

A Reminder on the Apple Certified Developer Program

The Apple Certified Developer Program enables qualified developers to receive regular information from Apple on product development and marketing activities, invitations to developer conferences, equipment discounts, and much more. If you're interested in becoming a certified developer, send copies of your product brochures to Norma Odenweller, Developer Relations Manager, Apple Computer, 20525 Mariani Avenue, M/S 23-AF, Cupertino, CA 95014. You'll then receive an application form and complete program information.

February Is Trade Show Month

Look for the Apple /// in the Apple Computer booth and in several other exhibitor's booths at Softcon. Softcon is the first major trade show on a national level for software developers. It takes place February 21-23 in the New Orleans Superdome. Approximately 20,000 attendees are expected, including software developers, retailers, OEM's, Fortune 500 managers, data processing managers, and educational and government agencies. Various members of the Apple /// team will be at Softcon. If you'd like to talk with David Fradin, manager of the Apple /// Group, please call Cathie Rinaldi at (408) 973-4881 to schedule an appointment.

What's Coming Up

Look forward to another developer update within eight weeks. This new update will include subscription information on Apple Serve ///, new list of certified Apple /// dealers, installed-base mailing developer participation program, and much more.

I've enjoyed meeting and talking with many of you over the past few months. Your enthusiasm for the Apple /// has helped make my job both interesting and fun. I'm going to be leaving Apple to launch my own marketing communications agency and marketing consulting firm--Goffen Communications--located in Campbell, CA. I'll be working with high-technology companies, especially smaller firms, to help them bring their products to market. In addition, I'll be continuing on a consultant basis for the Apple /// group for the next several months, working on special projects, such as trade shows and product marketing planning.

David Fradin, manager of the Apple /// Group, has appointed Bryan Haas, Apple /// Systems Support Manager, to continue with the work I've started. Prior to joining Apple, Bryan managed a retail computer dealership in upstate New York. Bryan has been with Apple for over three years, where he was the Technical Training Manager, Service Administration Manager, and Product Marketing Manager for Apple /// SOS and Apple's line of BASIC programming languages. Most recently, he has worked in the Apple /// Sales Development group focusing on National Account sales, support, and training.

It's been a pleasure working with you.

Sincerely yours,

Linda Goffen

Linda Goffen
Software Marketing Manager

enclosures

APPLE /// RESOURCE GUIDE INPUT FORM

Developer Name

Street Address

City, State, Zip

Telephone Firm Principal

Product Name
(one per form)

Intended User(s)

When Available on Market Sugg. Retail Price

Requires Hard Disk? Yes No No. of Floppies in Package

Tutorial? Yes No Dealer Demo Product? Yes No

Product Description

Other Comments

NOTE: Use one form for each product package.

APPLE /// RESOURCE GUIDE INPUT FORM

Developer Name

Street Address

City, State, Zip

Telephone Firm Principal

Product Name
(one per form)

Intended User(s)

When Available on Market Sugg. Retail Price

Requires Hard Disk? Yes No No. of Floppies in Package

Tutorial? Yes No Dealer Demo Product? Yes No

Product Description

Other Comments

NOTE: Use one form for each product package.

Apple /// Group
Apple Computer, Inc.
20525 Mariani Avenue, M/S 22-A
Cupertino , CA 95014
13-DEC-83 0915 0012 00181
13-DEC-83 1758 M824 SAT PC

Donna Sexton
Southwestern Data Systems
10761 Woodside Ave., #E
Santee , CA 92071

December 12, 1983

Dear Developer:

This E-Com contains some important changes and updates to the letter I sent you on November 14, 1983.

CHANGES TO THE NOVEMBER 14 LETTER:

1. The Interlace Kit, mentioned on page 2 of the letter, improves the resolution on your monitor to 560 x 364 pixels, thus doubling your VERTICAL resolution (not horizontal, as the letter states).

2. On page 3, I mentioned a program that will enable you to mail marketing information directly to Apple /// users. There has been a scheduling change and a correction to the cost list. Here is the updated information on the developer mailing program to end users:

MAILING TYPES, SCHEDULE, AND COSTS

Mailing	Type of Owner	Mailing Sample Due	Receive Approval and Cost	Check and Bulk Quant. Due	Mailing Sent
1	Business	11/23/83	11/30/83	12/21/83	12/28/83
2	Business	1/26/84	2/01/84	2/15/84	2/22/84
3	All Others	3/23/84	3/29/84	4/13/84	4/20/84
4	Business	5/25/84	5/31/84	6/15/84	6/22/84
5	All Others	7/25/84	7/31/84	8/16/84	8/23/84
6	Business	9/27/84	10/04/84	10/18/84	10/25/84

Your cost for the mailing will depend on how many other software developers decide to participate. That, of course, won't be known until the cutoff date for samples is reached. However, the following is an estimate for your information now:

NUMBER OF PARTICIPANTS	SIZE OF MAILING	COST
10	10,000 names	$2,800
25	10,000 names	$1,800
50	10,000 names	$1,700

Please send all your literature to our fulfillment house: DPAS, 50 Van Ness Avenue, San Francisco, CA 94102. For more information, call Bob Tessler at (415) 621-2888.

<cM824> <g0012> <m00181> <s23> <z92071>

3. On page 3 of the letter, I mentioned that developers can purchase Apple /// systems through a discount program. Only Apple /// CPUs are available at the 50% discount. All other hardware discounts are listed below.

	PART NUMBER	RETAIL PRICE	STANDARD DISCOUNT
Apple /// System (256K with SOS)	A3S0256	$2695	$1347.50
Disk ///	A3M0004	$ 435	$ 304.50
Monitor ///	A3M0039	$ 249	$ 174.30
ProFile 5 MB Hard Disk	A9M0005	$2045	$1431.50
ProFile Accessory Kit	A3T0005	$ 150	$ 105.00
Dot Matrix Printer	A2M0058	$ 645	$ 451.50
DMP Accessory Kit	A3C0350	$ 30	$ 21.00
Daisy Wheel Printer	A3M0025	$2165	$1515.50
DWP Accessory Kit	A3C0351	$ 30	$ 21.00

To obtain the discount, you must be a certified Apple developer and all items must be placed on one order. For more information, please contact Norma Odenweller at (408) 996-1010.

APPLE SERVE ///, AN ELECTRONIC INFORMATION SERVICE FOR APPLE /// OWNERS

The Apple /// team has set up an electronic information service to provide Apple /// software developers, dealers, and owners with up-to-date product information and electronic mail capabilities. Called Apple Serve ///, this service will provide electronic mail between subscribers, a bulletin board for exchanging hardware and software tips, information on software updates, and much more. For software developers, Apple Serve /// will provide you with a direct line to technical support and the Apple /// team.

Apple Serve /// is provided through the CompuServe network. To use the system free of charge, call your local Tymnet/Telenet number, type CPS when prompted for host name, 44047,3 for the user ID, and APPLE3 when prompted for the password. Everything should be menu-driven from there on. Your active participation and contribution to Apple Serve /// is truly appreciated.

REVISED TOP APPLE /// DEALER LIST--A new revised list of top Apple /// dealers will be sent to you within three weeks. Please watch for it in the mail.

PLEASE FEEL FREE TO CALL me at (408) 554-5106 (Apple Serve E-Mail address GOFFEN) or Albert Chu at (408) 554-5134 (Apple Serve E-Mail address CHU) if you have any questions. The Apple /// team will be moving to another building within two weeks, so please bear with us if you have difficulties trying to reach us by phone. Also, we can be reached through Apple Serve electronic mail at any time.

Sincerely,

LINDA GOFFEN
Software Marketing Manager

apple computer inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010

December 26, 1983

Dear Apple /// Owner:

It is a pleasure to write to you again and share with you the latest developments of the Apple /// team. Your responses to my October 3, 1983, letter were very valuable to us, and we sincerely appreciate your support and enthusiasm for the Apple ///.

If you have written and received no response, it is because I'm taking your letters to the appropriate person at Apple who can best address your particular question. If, after a reasonable amount of time, you still haven't received an answer, then please send me another note.

We have some new, exciting product information to share with you.

As you may already know, the **Apple /// Plus** was introduced and shipped on December 15. The Apple /// Plus is an FCC-approved version of the Apple ///, with added features such as a built-in clock, high-resolution text characters through interlacing, an identical keyboard as the Apple //e (plus keypad), and a new Accessory Kit (which includes a new Owner's Manual). However, you can easily (and inexpensively) upgrade your present Apple /// to obtain many of the Apple /// Plus features. Further details are enclosed.

Probably the most revolutionary support program available for any personal computer is our **Apple Serve ///**, an electronic information service. Last December, we created an on-line data base of everything you ever wanted to know about the Apple /// and provided an electronic mail service for Apple /// owners, dealers, and software developers. And, through February 1984, Apple Serve /// is being offered **FREE** of charge for you. More information on Apple Serve /// is enclosed.

Finally, you will find a copy of "Professional Solutions" and product information from several Apple /// software developers with this letter. If you are interested in receiving "Professional Solutions" free of charge, simply mail in the subscription form that you'll find in the newsletter. The third party product brochures enclosed are for your information only; it is neither an endorsement nor a recommendation on our part.

We appreciate hearing from you and we again encourage you to share with us your experiences, suggestions, or concerns about the Apple ///.

Wishing you a happy holiday season,

Dave Fradin

David M. Fradin
Manager, Apple ///
Personal Business Systems Group, M/S 16-X

enclosures

APPLE SERVE ///, AN ELECTRONIC INFORMATION SERVICE FOR APPLE /// OWNERS

What word processing programs run on the Apple ///?
How do I transfer Apple Writer /// files to Access ///?
Where is my nearest Apple /// user group?
How can I get in touch with a member of the Apple /// team?

All these questions can now be answered by using **Apple Serve ///**, an electronic information service which provides Apple /// owners, as well as dealers and software developers, with up-to-date product information and electronic mail.

This service, the first of its kind in the personal computer industry, will benefit Apple /// users at all experience levels. Our goal is to provide you with immediate, personal support covering a variety of information about the Apple ///.

Apple Serve /// consists of a data base of everything you wanted to know about the Apple ///, as well as an electronic mail system. The data base contains a directory of all the software available for the Apple ///, a monthly newsletter, software update information, technical tips and helpful hints, user group information, classified ads, and much more. And with Apple Serve ///'s electronic mail system, you can receive and write messages to any other Apple Serve /// user.

Through February 1984, Apple Serve /// can be used by any Apple /// owner **FREE** of charge. To access Apple Serve ///, which is provided through the CompuServe network, all you need is your Apple /// with a modem and a communications software package, such as Access ///. Then, simply follow these steps:

1. Dial your local CompuServe access number
2. After connect, hold down CONTROL and type C
3. If prompted for host, type **CPS** and press RETURN
4. When prompted for User ID, type **44047,3** and press RETURN
5. When prompted for Password, type **APPLE3** and press RETURN
6. Follow the easy-to-use menus

If you do not know your local CompuServe phone number, then dial (800) 848-4480, use **74,74** as the User ID, and **NETWORK** for Password. You'll be accessing a data base of all the CompuServe access numbers in the United States. A quick summary of Apple Serve ///'s electronic mail commands is listed on the back of this page.

To make this network service a success, we look forward to your comments and active participation.

Apple /// and Apple Serve ///. Now, we're in business together.

SIGNING ON

Dial local telephone number. Then enter either:

- Control C (↑C) . InfoPlex will then prompt you for
  User ID: _____
  Password: _____
  Address? _____
  Code? _____

or:

- A carriage return (CR) . InfoPlex will first prompt for your host name; enter CPS.

  Host Name: _____

and then for:

User ID: _____
Password: _____
Address? _____
Code? _____

ADDRESS CODES

/DIRectory lists the broadcast codes and an alphabetical list of all address codes for your organization.

CHECKING FOR MESSAGES

/SCAn prints a brief list of the messages that are in your mailbox.

RECEIVING MESSAGES

/RECeive ALL types out all messages in your mailbox.

/RECeive message-number types out only the specified message (or a list of messages separated by commas).

/RECeive/CONfidential types out only confidential messages; you must have signed on with your confidential access code.

/RECeive/FEEd prints each message after skipping a few lines or going to the top of the next page; the number of lines skipped depends on the terminal you are using.

/RECeive/Pause types out a message and then waits until you enter a carriage return before typing out the next message.

Note: Users may use the /RETRIEVE command in place of /RECEIVE.

CREATING MESSAGES

/COMpose opens your workspace so that you can create a message (first clears your workspace if there was already a message in it).

/FORM form-name accesses a form. InfoPlex automatically prompts for the appropriate information.

/USE file or **/USE message-number** accesses a standard message that your Administrator has put on the InfoPlex system, a message in your mailbox or a message in your filing cabinet. InfoPlex lets you know the message is in your workspace.

EDITING MESSAGES

Printing:

/P prints the current line of your message.

/Pn prints n lines of your message, starting with the current line.

/TYPE prints your entire message.

Movement:

/B moves the editor to the last line in your message.

/N moves the editor to the next line in your message.

/Nn moves the editor n lines down in your message.

/N-n moves the editor n lines up in your message.

/L/xxx/ moves the editor down to the line in your message that contains the first occurrence of xxx.

/T moves the editor to the top of your message.

Changing:

/A/xxx/ appends xxx to the end of the current line.

/C/xxx/aaaa/ changes xxx on the current line to aaaa.

/COPYn copies n lines of your message to a temporary storage area.

/D deletes the entire current line of your message.

/Dn deletes n lines of your message, starting with the current line.

/GET copies everything in the temporary storage area into your message following the current line.

/(GC/xxx/aaa/) searches down your message and changes all occurrences of xxx to aaa.

/MOVEn moves n lines of your message to a temporary storage area.

/R/aaa replaces the entire current line of your message with the line aaa.

CONTROL CHARACTERS

CONTROL-A stops output at the end of the current line.

CONTROL-C initiates sign-on to the InfoPlex system or during an InfoPlex session, one Control C interrupts current command. Two Control C's will terminate the session. All retrieved messages will be saved.

CONTROL-H acts like a backspace key to erase characters on the current line.

CONTROL-I functions like a tab stop.

CONTROL-U erases the current line you have been typing in.

CONTROL-W restarts output which had been stopped by a CONTROL-A.

CONTROL-P used to terminate editing within the forms processor.

SENDING MESSAGES

/SENd address-code sends the message in your workspace to the specified mailbox (or to a list of mailboxes separated by commas). InfoPlex asks for the subject.

Options can be placed on a message by adding one or more of the following to the /SEND command:

/PRIority places the message in the top of the mailbox to which you are storing it.

/CONfidential sends a confidential message. Recipient must have a special code to retrieve the message.

/REQuire forces the recipient to respond. Your message cannot be erased from the recipient's mailbox until the recipient specifically responds.

/RECeipt notifies you when the person to whom you have sent a message retrieves it.

/RELease:(mm-dd-yy) specifies the date that the message is to be delivered, which must be within one year. You will be notified when the message is delivered or if it cannot be delivered.

Note: Users may use the /STORE command in place of /SEND.

/RESpond message-number used in place of the /SEND command when answering a response-required message. InfoPlex prompts for the address code(s) of the intended recipient(s). The corresponding response-required message is deleted from your mailbox.

/FORward message-number forwards a message you have received. InfoPlex prompts for the address code(s) of the intended recipient(s).

The /KEEP option may be used with both the /RESpond and /FORward commands. This option specifies that the corresponding message remains in your mailbox.

SAVING MESSAGES

If you do not use one of the following commands, all retrieved messages are deleted automatically when you sign off.

/SAVe message-number or **/SAVe ALL** saves the specified message-number (or a list of message numbers separated by commas) or all messages that you have retrieved.

/FILE copies the contents of your workspace or a specified message (or list of messages separated by commas) to your filing cabinet. InfoPlex will prompt for a topic for the filed message. If the workspace is filed you will also be prompted for a subject.

/SENd/FILE address-code sends a message to someone's mailbox and also to your filing cabinet. InfoPlex prompts for the subject and the topic.

CONFIRMING MESSAGES

/CONfirm message-number or **/CONfirm address-code** tells you whether a message which you sent has been received by the intended recipient. InfoPlex will then display the date and number of the message and the address codes of those who still have the message in their mailboxes.

ANNOUNCING THE APPLE /// PLUS

The Apple /// Plus is an FCC-approved version of the 256K RAM standard Apple ///, plus the following enhancements:

* an interlace video mode that increases resolution of both text and graphics
* a clock with calendar feature that keeps track of date, month, day of the week, and time to 1/1000th of a second
* a numeric pad and re-designed keyboard with a delete key
* new Accessory Kit with SOS 1.3 operating system package, new Owner's Manual, and tutorial diskettes.

The Apple /// Plus is completely compatible with software written for the Apple ///.

UPGRADE KITS FOR THE APPLE ///

Your Apple /// can be easily upgraded to take advantage of the new interlace and clock/calendar features of the Apple /// Plus.

INTERLACE VIDEO UPGRADE KIT (Apple Order Number A3M0021)

When added to the main logic board of the Apple /// with a long persistence phosphor monitor, the interlace upgrade doubles the vertical resolution of the Apple ///. Both text and graphics look sharper and clearer. Since this feature requires monochrome green phosphor display (such as the Monitor ///), a switch is provided to turn this feature off when using a color or a black-and-white monitor.

Available from your authorized Apple /// dealer at a suggested retail price of $75.00, with installation.

CLOCK/CALENDAR UPGRADE KIT (Apple Order Number A3M0020)

This clock chip contains a calendar feature that keeps track of date, month, day of the week, and time to 1/1000th of a second. Many of your software programs will automatically be able to take advantage of the time stamping function of the clock.

Available from your authorized Apple /// dealer at a suggested retail price of $50.00.